

WHAT IS CLAIMED IS:

(broad method claim)

1. A method of targeted distribution of content over a communication network comprising the steps of:
an End User sending a request to an Internet Service Provider (ISP) for a web page;
and
said ISP returning said web page to said End User, including targeted content based on the location of said ISP.

(add advertising server)

2. A method as claimed in claim 1, wherein said step of returning comprises the step of:
said ISP querying an advertising server for local advertising software code;
said a local advertising server responding to said query by:
identifying the physical location of the ISP;
indexing a database of advertising software code using said physical location;
and
returning said advertising code to said ISP; and
said ISP inserting said local advertising software code into said web page and
sending said web page to said end user.

(using the MAC address)

3. A method as claimed in claim 2, wherein said step of identifying the physical location of the ISP comprises the step of:
identifying the physical location of the ISP based on the MAC address of said ISP.

(using the IP address)

4. A method as claimed in claim 2, wherein said step of identifying the physical location of the ISP comprises the step of:
identifying the physical location of the ISP based on the IP address of said ISP.

(using the MAC address)

5. A method as claimed in claim 2, wherein said step of identifying the physical location of the ISP comprises the step of:

identifying the physical location of the ISP based on the an address indicated by said ISP.

(add web server)

6. A method as claimed in claim 1, wherein said step of returning comprises the step of:

said ISP sending a request to said Web Site with a tag identifying said request for targeted advertising; and

said Web Site, responding to said request for a web page and to said request including said targeted advertising tag, by returning said web page to said ISP, said web page including identifiers for the insertion of advertising code.

(nuts & bolts claim)

7. A method of targeted advertising comprising the steps of:

an end user sending a request to an Internet Service Provider, for a web page from a Web Site;

said ISP sending a request to said Web Site with a tag identifying said request for targeted advertising;

said Web Site, responding to said request for a web page and to said request including said targeted advertising tag, by returning said web page to said ISP, said web page including identifiers for the insertion of advertising code;

said ISP responding to the receipt of said web page with said identifiers by querying an advertising server for local advertising software code;

said a local advertising server responding to said query by:

identifying the MAC address of the ISP;

indexing a database of advertising software code using said MAC address;

returning said advertising code to said ISP; and

recording said transaction for accounting purposes; and

said ISP inserting said local advertising software code into said web page and sending said web page to said end user.

(broad system claim)

8. A system for targeted distribution of content over a communication network comprising:

an End User;

an Internet Service Provider (ISP); and

a communication network for interconnecting said End user and said ISP;

said End User being operable to:

send a request to said Internet Service Provider (ISP) for a web page; and

said ISP being operable to:

return said web page to said End User, including targeted content based on the location of said ISP.